

TARGET Quick Overview

Since each congregation starts from its own unique current culture and has different gifts and talents, you are in the best position to decide the best way to proceed for your church. Feel free to tune and adjust this guide as needed. The *TARGET Deep Dive* will help you consider some of the options and tradeoffs available to you.

Most of the TARGET step is done by the Congregational Culture Team (CCT). One item to specifically consider is how the CCT will inform the congregation's formal leadership during TARGET and BUILD.

Here then is a checklist for the TARGET step of your culture journey.:

- Hold the Congregational Culture Team (CCT) Kick-off Meeting
This is usually, but not always, done ASAP after the EXPLORE Summary Presentation has been made to the congregation. This kick-off meeting is so important that there is a 1st CCT meeting agenda.
- Develop culture change FROM | TO(s)
Complete set of FROM | TO(s). (KEEP(s) may be included if helpful. If KEEP(s) are not done, then use the "Here all day" comment.)
- Create an Initial list of Dos for Tos
Provide clarity for what the new To thinking looks like in action by providing at least three for each individual FROM | TO. This is a portion of the TARGET step which lends itself to broad involvement by the congregation; group brainstorming sessions can be very useful.
- Create an Artifact Action List
This should have at least two artifact items for every item on the Dos for Tos Do list and should include
 - New activator triggers
 - Barricades for some anchor triggersThis portion of the TARGET step also lends itself to group brainstorming sessions.
- Formulate a Build plan
This establishes the sequencing for tackling individual FROM | TO(s) and gives an outline for when we are asking folks to start individual Dos for Tos, etc. Note: it is unlikely the Build Plan produced in the TARGET step will remain unaltered in the BUILD step – you'll learn a lot as you tackle your first FROM | TO – take advantage of that new knowledge!!
The Build Plan should also include the ongoing, numerous, frequent touchpoints that will create opportunities for culture conversations once the congregation enters the BUILD step.
- Update Congregational Formal Leadership
Depending on your CCT's charter and congregation size, a preview of the TARGET Summary Presentation for the church council or other formal leader's may be appropriate.
- TARGET Summary Presentation
This presentation will let everyone know what the target culture is and the path you are planning to take to get there. (A presentation template is available to help with this.) Make sure this has been communicated broadly so 80% of core members have seen and all members have been exposed.